



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-27-2012 PAGE: 1 of 1

STRATEGIC MEDIA PLACEMENT - 19184  
ATTN: WHITNEY EVERSOLE  
7669 STAGERS LOOP  
DELAWARE OH 43015

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market										
403855	10-25-2012	10-26-2012	1	GARGANIO AND O'BRIEN, ELECTION FUN	BURLINGTON COUNTY FREEHOLDER	POLITICALS	WPVI - PHILADELPHIA										
Agency Est#		CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title								
3087		247357	PHILADELPHIA	A. CLIFFORD	10-26-2012	10-29-2012	M (Broadcast Month, Cycle 1)	N	247357								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 3087																	
A 5	10-28-2012	10-28-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM SUN (8161)	9	30							1	1	250	1	250.00
A 6	10-27-2012	10-27-2012	08:00AM - 09:00AM (BOOKENDS)	WEEKEND NWS GMA SA (7098)	9	15						2		2	325	2	650.00
A 7	10-29-2012	10-29-2012	05:00PM - 06:00PM (BOOKENDS)	EARLY NEWS 5P MO-FR (6988)	9	15	2							2	1,100	2	2,200.00
A 8	10-29-2012	10-29-2012	06:00PM - 06:30PM (BOOKENDS)	EARLY NEWS 6P MO-FR (6989)	7	15	2							2	1,900	2	3,800.00
A 9	10-28-2012	10-28-2012	11:00PM - 11:35PM (BOOKENDS)	LATE NEWS MO-SU (6969)	7	15							2	2	2,100	2	4,200.00
														Contracted Gross Total:		13	18,600.00
														Actual Gross Total:		13	18,600.00
														Agency Commission:			2,790.00
														Net Total:			15,810.00
Month/YR	Preempted		Made Good		Contract Total		Adjustments							Actual Total			
Oct 12	0.00		0.00		11,100.00		0.00							11,100.00			
Nov 12	0.00		0.00		7,500.00		0.00							7,500.00			
TOTAL	0.00		0.00		18,600.00		0.00							18,600.00			

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood